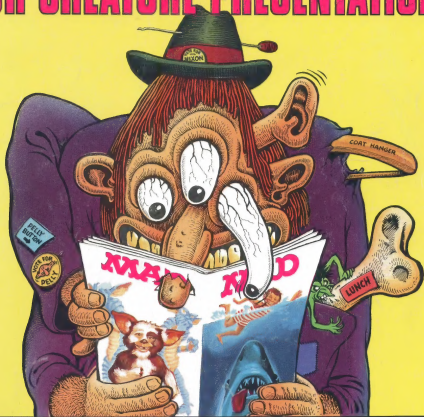


Super  
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Fall  
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# MAD



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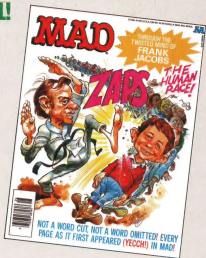
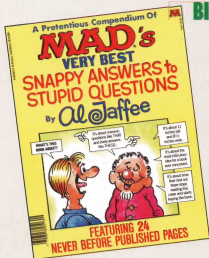
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# MAD'S CREATURE PRESENTATION SUPER SPECIAL NUMBER SEVENTY-TWO FALL 1990

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**DICK DE BARTOLO** creative consultant

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

**FRONT COVER ARTIST: BASIL WOLVERTON**

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**WATCH OUT!!! LOCK YOUR  
DOORS AND WINDOWS!!! (AND LOCK  
THIS MAGAZINE IN WITH YOU!)  
MAD'S CREATURE PRESENTATION  
IS NOW ON THE LOOSE!!!**

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*\*\*Various Places Around The Magazine*

**LAST YEAR  
... IT WAS  
JENNIFER  
BEALS ON  
LAND! THIS  
YEAR...  
IT'S DARYL  
HANNAH UNDER  
WATER IN...**



Oh, no??  
Well, there's one now!!  
Alvin's brother, **Ferdie!**





# dance



Hey, I'm **PUBLISHED!** They printed my letter in "Penthouse"! Here, Alvin! Read it!

But it's great publicity! I plugged our produce business!

It was the highlight of my letter! I mentioned the week-end I spent in a motel with a crate of **CASABA MELONS!**

Not now, Ferdie! I'm busy with a customer!

Our produce business?? How?



WRITER: ARNIE KOGEN

Ferdie! What in heck are you doing?!

Making a dull wedding a little **LESS DULL!**

You've been looking up girl's dresses since you were a little boy! You haven't changed!!

Yeah! and thank God, neither have the **GIRLS!**



ARTIST: MORT DRUCKER

Come on! You're gonna get caught!

No chance! These days, they think I'm **BREAK DANCING!**



What's the matter, Alvin? Are you depressed?

Me?! Nahhhhh! I always bury my face in a bowl of pretzels!

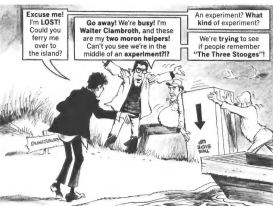
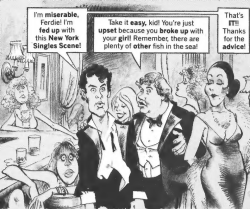
Hey... cheer up! I got us **TWO BIMBOS!**

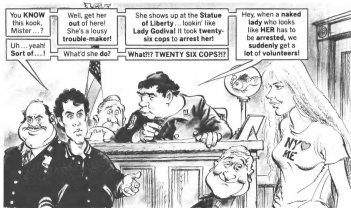
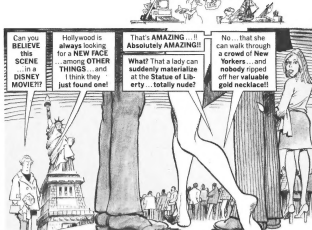
I know! I **SAW** your bimbos, Ferdie!

So...???

So **THAT's** why I'm depressed!!







Hello, Alvin! I find that your TV is very educational!

You can TALK?!

Yes! Colgate is a great-tasting gel! Pepsi is less filling! Don't squeeze the Charmin! And now, here's your host, Burt Convy!!

Hon, it's been a rough day! Let's go back to my place!

Not tonight! I feel logy, listless and out-of-sorts!

Look, FORGET TV! We'll just relax in bed, and—

I PITY THE POOR FOOL WHO TRIES TO GET ME INTO THE SACK!!

Oooops! Sounds like she watched "MR T", too!!

I just can't believe it!! You mastered English by spending a few hours in Bloomingdale's Television Department?!

Yes... but one thing puzzles me! Who is this "SONY"?

That's the name of a Japanese TV manufacturer!

Oh... some of my best friends were Japanese!!

WERE?

Yes! Most of them are now SUSHI!!



Lexington, what are you doing in there!

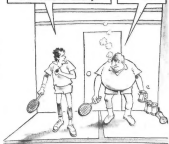
Taking a bath! At THREE in the MORNING?!

I'm waiting for the TIDE to come in!!



Lexington is VERY STRANGE, Ferdie! I mean...that bath-tub incident...her weird behavior in Bloomingdale's...popping up STARK NUDE at the Statue of Liberty!!

Hey, man... don't knock nudity! Its what MADE this country GREAT!!



I really don't mean to EMBARRASS you, Alvin... but where I come from, we EAT lobsters this way!!

My GOD...! I'm dating a girl from SOUTH PHILLY!!



I've been following you since Cape Cod and, at last, I've caught up with you!

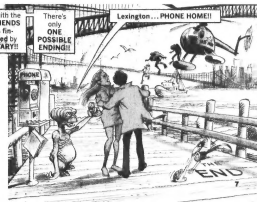
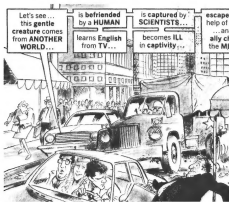
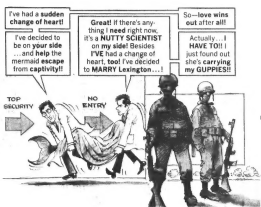
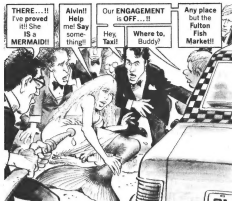
Walter Clambroth is about to prove something...once and for all!!



MISSED AGAIN...for the umpteenth time! But I proved my point...!!

Peter Sellers may be gone, but the character of the bumbling Inspector Clouseau is STILL ALIVE in films!!





What's the newest thing on the science front? White bread...? Boy, are you out of touch! No, it's the "Voice Synthesizer," a miniature computer chip that "talks." So far, we already have clocks that "speak" the time,

# WHAT IT WILL BE LIKE WH

ARTIST: PAUL COKER



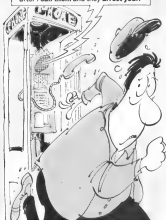
and autos that "tell" when something is about to go wrong mechanically. How long will it be before just about everything has a voice? Oh, just about the time it will take you to read this article which we've titled:

# IN EVERY DEVICE "TALKS"

WRITER: DICK DE BARTOLO



That's a SLUG you dropped in, Buddy! If you want to make a free call, how about the one the cops'll let you make after I call them and they arrest you?!



Hey! Someone get the guy who owns this car and tell him he's only got five minutes left....!!



Boy, you're gonna be some sick kid if you eat all this junk food! Ever hear of vegetables? Salads? Cereals? Huh?!



I'm just about out of milk, and I'm really low on eggs, and I can use—



That's your third cup!! If I were you, I'd make sure I stopped in the bathroom before I started my hour trip to work!!



Hey, idiot... why do it the slow, painful way with cigarettes....?! Why not just run in front of a bus and get it over with quickly!!



OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

# WE WON'T MISS TH

WE WON'T MISS THOSE  
ELEVATOR OPERATORS...OR WILL WE?!



WE WON'T MISS THOSE  
BANK TELLERS



WE WON'T MISS THOSE  
GYM INSTRUCTORS...OR WILL WE?!



WE WON'T MISS THOSE  
SALESLADIES





# EM...OR WILL WE???

WRITER AND ARTIST: PAUL PETER FORGES

...OR WILL WE???

CASH-O-MATIC

YOUR CODE NUMBER  
IS INCORRECT—

YOUR CARD IS BE-  
ING DESTROYED—

**CRUNCH**

WE WON'T MISS THOSE  
SWITCHBOARD OPERATORS ...OR WILL WE???

Three-nine-four-eight...! Hold on,  
please! Three-nine-four-eight...! Hold,  
please! Hi, Ethel, I'm back!

Hi! This is frax snt wmlpeevp! We're  
sorry beer rotzaph home bite oww, but  
tiff goo leep nyor maim and number at  
the beep, veebie vetz glack to you—  
grtttttt snig blaooooocor vort BEEP!



WE WON'T MISS THOSE  
SHOE SHINE BOYS ...OR WILL WE???

Thank you for calling The Catalogue  
Shopper! Our "Return-For-Credit" De-  
partment is located in Santa Bacokta,  
Honduras! This is a recording...

Your shoes are done!

So are my socks!



WE WON'T MISS THOSE **HEADWAITERS** ...OR WILL WE?!

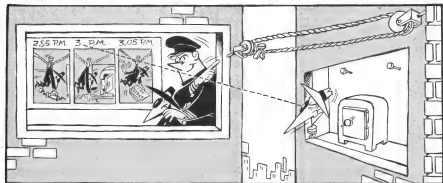


WE WON'T MISS THOSE **TOLL COLLECTORS** ...OR WILL WE?!



WE WON'T MISS THOSE **GAS STATION ATTENDANTS** ...OR WILL WE?!





There's an old joke which asks: What are the three biggest lies in America today? And the punchline goes something like: 1) The check is in the mail!, 2) I'll get back to you on Monday!, and 3)...well...the third lie is so filthy, disgusting and depraved we couldn't possibly type it and then use

# MAD'S LIST OF R "THE THREE BIGGES

On any paint can label...



"One coat covers"

In any late-night TV commercial...



"Order now! This is a limited offer!"

At any fender-bender accident...



"WHIPLASH!"

In any classified ad section...



"You can earn up to \$1,000 per week in your own home!"

On any record album...



"Warning: Any unlawful copying of this record will result in criminal prosecution"

From any Pentagon official...



"The U.S. can survive a nuclear exchange"

On any delicatessen wall...



"No beer sold to minors"

At any movie ticket booth...



"Rated R Under 17 not admitted unless accompanied by parent or guardian"

In any automatic elevator...



"Door Close"

the same hands to touch those we love and respect. You'll just have to ask your father what it is. (Don't ask your mother!) Anyway, the point is: it's an old joke. And since it's been written, society has come up with a lot more blatant lies that it uses every day. "Like what?" you ask. Well, here is...



# UNNERS-UP FOR ST LIES IN AMERICA"

ARTIST: HARRY NORTH

WRITER: JOHN FICARRA

In any supermarket...



"Express Lane Checkout"

On any pair of socks or gloves...



"One size fits all"

In any compact car brochure...



"Seats five comfortably"

On any garment...



"100% Permanent Press  
No ironing required"

In any ad for a tacky nick-nack...



"Guaranteed to soon become a  
valuable collector's item"

On the shipping carton of anything  
that needs to be put together...



"Follow enclosed instruction  
sheet for quick easy assembly"

In any Hollywood Chapel...



"I do"

On any hiring office wall...



"An equal opportunity employer"

On the cover of a certain un-  
named so-called humor magazine...



"\$1.25 CHEAP"

## MAD'S X-RATED CELEBRITY TRIVIA QUIZ

Fill In The Blanks. Answers Below.

1. Despite his fame as a lover, Burt Reynolds suffers from premature \_\_\_\_\_.
2. On their wedding night, Prince Charles and Lady Diana \_\_\_\_\_ seven times.
3. Everybody knows that Bette Midler's \_\_\_\_\_ are not as large as Dolly Parton's.
4. If Gloria Steinem had her way, convicted rapists would have their \_\_\_\_\_ cut off.
5. Most people think Warren Beatty is a \_\_\_\_\_ maniac, but the truth is he doesn't \_\_\_\_\_ more than once a month.
6. Henry Kissinger loved to \_\_\_\_\_ all the Hollywood starlets he used to go out with before he was married.
7. Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a \_\_\_\_\_.
8. Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her \_\_\_\_\_ sticking out of the water.
9. Despite her libel suit victory over *The National Enquirer*, which called her a lush, Carol Burnett actually is a confirmed \_\_\_\_\_ who attends \_\_\_\_\_ meetings.
10. Nancy Reagan likes to have \_\_\_\_\_ with the President at least once a week.
11. While in the Navy during World War II, Don Rickles got a case of \_\_\_\_\_ from a Hawaiian girl.
12. It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his \_\_\_\_\_.
13. Insiders agree that Milton Berle has the biggest \_\_\_\_\_ in Show Business.
14. Lenny Bruce was the first to admit on stage that eating beans made him \_\_\_\_\_ all night long.
15. Intimates swear that Robert Redford is a closet \_\_\_\_\_.

If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. parodies 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger



MAD has always been known as a cynical rag that loves to take pot shots at famous personalities, hallowed institutions and momentous events. And we're proud to have earned our lofty reputation as the Number One Groin-Kicker of the magazine field. But we don't like being regarded as mere *negative thinkers* who cannot see the forest for the sleaze. So, much as it hurts, MAD now puts on a *positive* face to cry:

# AIN'T IT GREAT!!

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE

**AIN'T IT GREAT...**



...that we enjoyed 30 glorious years of killing bugs with chemicals before enough of the poison accumulated to kill people too?

**AIN'T IT GREAT...**



...that when you're rich enough, you can afford to buy a belt buckle that bears the initials of some famous fashion designer instead of your own!

**AIN'T IT GREAT...**



...that the Iranians are willing to sell us their oil again, just as if nothing ever happened!

**AIN'T IT GREAT...**



...that UPC code pricing has brought new excitement to shopping by preventing us from learning how much we've spent until we reach the supermarket check-out counter!

## AIN'T IT GREAT...



...that we live in a land of opportunity...where Brooke Shields can become more rich and famous than actresses who possess real talent!

## AIN'T IT GREAT...



...that we live in an open society where any middle-aged housewife appearing on television can feel free to talk about her "hemorrhoids"!

## AIN'T IT GREAT...



...that Medical Science has extended our lifespan to the point where we can now expect to live for 10 more years after we enter an expensive nursing home!

## AIN'T IT GREAT...



...that we now have enough nuclear weapons to destroy everything in Russia three times, and they only have enough to do it to us twice?

## AIN'T IT GREAT...



...that we don't have to worry about who wins those civil wars in Central America because the leaders of all factions are equally rotten!

## AIN'T IT GREAT...



...that Police Departments have been so computerized, they can now arrest the wrong person within hours after a crime is committed!



## AIN'T IT GREAT...



...that the politicians have patched up the Social Security System so it won't go broke for at least another eight months!

## AIN'T IT GREAT...



...that the development of low nicotine cigarettes has made it possible for smokers to climb flights of stairs without gasping until they're almost twenty years old!

## AIN'T IT GREAT...



...that the 1983 stock market boom gave everyone a chance to profit, except those who had to sell their stocks after they lost their jobs in 1982!

## AIN'T IT GREAT...



...that Olympics are held every four years, giving terrorists from all over the world a chance to meet and renew old acquaintances!

## AIN'T IT GREAT...



...that Billy Martin and George Steinbrenner got back together again, thereby confining all of baseball's childish tantrums to one team!

## AIN'T IT GREAT...



...that today's amazing plastics have permitted us to litter our landscape with trash that will never burn, dissolve or rust away!



# HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

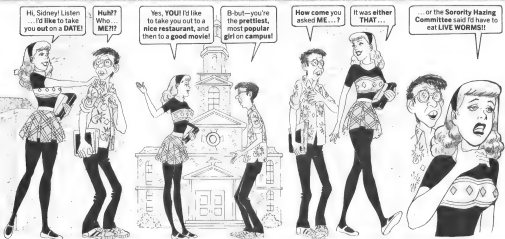
## ANSWERS

1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish fillet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stamp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

ARTIST: JACK DAVIS WRITER: CHRIS HART



## DATING



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTS

## FAVORS



## CLOTHING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## ACCIDENTS



## MORNINGS



## QUESTIONS



## SHOPPING



## THE TELEPHONE



## TELEVISION



Oh, my goodness! She's in that dark basement with a strange man...



Now he's picking up her dress... and her slip... and—Oh, no! Not her bra and panties, too! Oh, my God... all that FILTH!



Wow! Your Mom sure is into Soap Operas!!



Yeah! And more than you know!!

Because that was only the DETERGENT COMMERCIAL!!



## COMPASSION

If our bombers ever dropped this stuff on the enemy, they'd accuse us of waging CHEMICAL WARFARE!



Mom!! There's a man outside... CRYING!! Can I have some money to give him...?



Of course! What's he crying about?



"ICE CREAM POPS... CHOCOLATE SUNDAES... FROZEN CUSTARD!"



## THE FAMILY CAR

I've got a date with one sexy slick chick tonight! We're driving down to the lake... and we're gonna make out like crazy!!



Yeah, Man... tonight is definitely my night to howl!



Oh, there's something I forgot to tell you!!

The car won't start...!!



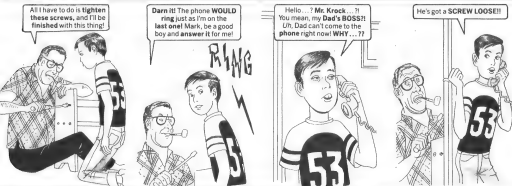
Yee oow!



## ILLNESS



## DO-IT-YOURSELF



## RESTAURANTS







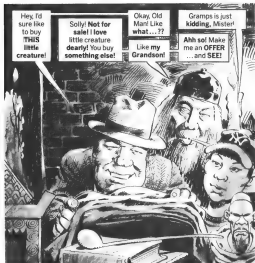
**MAD'S 42 PAGE**

**CREATURE  
PRESENTATION**

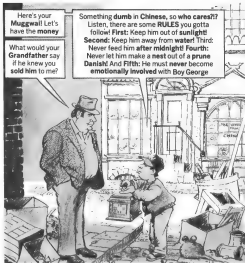
**IS ABOUT TO BEGIN!!!**



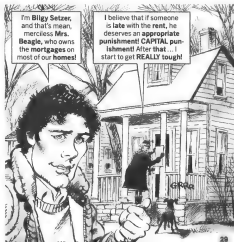
# MLINS

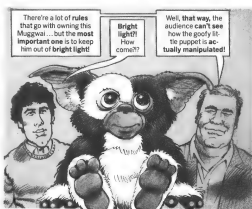


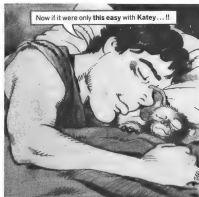
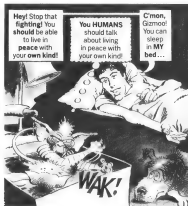
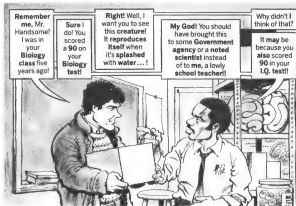
ARTIST: MORT DRUCKER

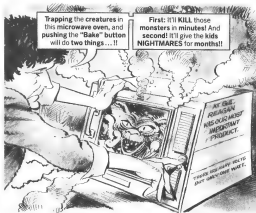


WRITER: STAN HART













Good Lord!  
What's  
happening  
here...??

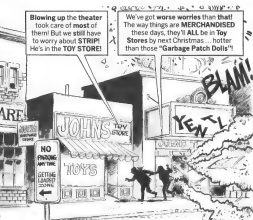
Either we're being attacked by some  
vicious monsters from another world  
...or it's 3 P.M., and the kids  
just got out of High School....!!



In a town that's gone crazy,  
it's nice to know that **SOME**  
things are **STILL THE SAME!**

Like  
what??

Like **SATUR-**  
**DAY MOVIE**  
**MATINEES!!**



Blowing up the theater  
took care of most of  
them! But we still have  
to worry about **STRIP!**  
He's in the **TOY STORE!**

We've got worse worries than that!  
The way things are **MERCHANDISED**  
these days, they'll **ALL** be in **Toy**  
**Stores** by next Christmas...hotter  
than those "Garbage Patch Dolls"!

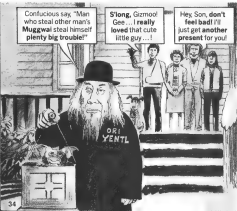


Look! Strip's skin is crack-  
ing and melting and bubbling  
in the sunlight! Symbolically  
it makes you realize that  
"Good" triumphs over "Evil"!!

In reality, it  
makes you do  
something else!

What's that??

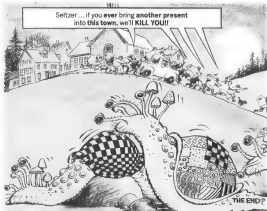
Barf your  
guts out!  
This movie  
is really  
disgusting!!



Confucius say, "Man  
who steal other man's  
**Muggwai** steal himself  
plenty big trouble!"

S'long, Gizmo!  
Gee...I really  
loved that cute  
little guy...!

Hey, Son, don't  
feel bad! I'll  
just get another  
present for you!



Settler... if you **ever** bring another present  
into this town, we'll **KILL YOU!!**

THE END?

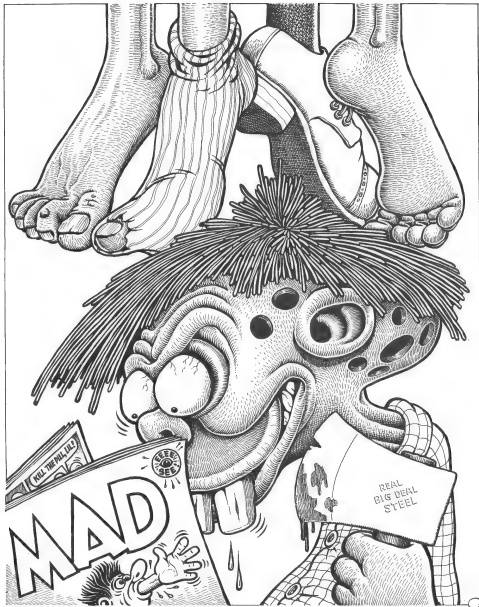


On this and the following five pages are views of what we, the Editors of MAD, believe to be a cross-section of the people who read our magazine! And so, while you wander through the following pages, smirking, guffawing and retching at what you see, pause a moment! The face you're retching at may be your own, our dear, typical ...

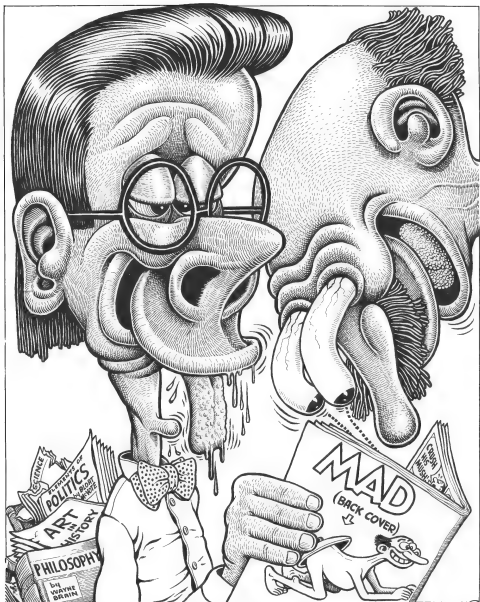
# MAD READER!



One question that we here at MAD are frequently asked is: What is the typical MAD reader like? Contrary to popular belief, the picture of the MAD Reader above is a total distortion! Most MAD Readers know the proper way to hold the magazine!



**THE YOUNG MAD READER:** In the early days of MAD, self-appointed censors were vehemently opposed to kids reading such trash. In today's enlightened society, however, a young fan can enjoy his MAD Magazine openly, and is indifferent to such self-righteous stiffs!



**THE STUDENT MAD READER (With Teacher):** A remarkable recent study has shown that students who read MAD are no more stupid than the average student. However, this same study has also indicated that the average student who reads MAD is not necessarily statistically much smarter than the average teacher who read MAD as a student. Which is why Johnny can neither read nor teach!



**THE OLDER MAD READER:** MAD is by no means confined to the young reader. The man pictured above has stayed alert and active thanks to his continued regular reading of MAD. The fact that he is only 19 years old and looks the way he does is also due to his continued regular reading of MAD!



**THE FEMALE MAD READER:** The typical female MAD Reader is sensitive, smart, handy and thoughtful. Notice, however, that the word "Beautiful" is not used, or even hinted at! Female readers may complain that the above picture is not flattering and is in fact degrading to all women. But we defend it, by simply saying: Hey, we didn't put hair on her chest!



**THE CRITICAL MAD READER:** Not everyone likes MAD! We admit it! We have a few detractors and we don't put these individuals down for their taste. It's a free country! And besides, creeps like that, with their bloated, mis-shaped bodies, who think nothing of terrorizing babies, wouldn't understand what hideous geeks they really are, anyway!

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

# HORRIFYING CLICHÉS

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



**Driving A HARD BARGAIN**



**Hanging On To The BITTER END**



**Ducking An ISSUE**



**Weighing The ALTERNATIVES**



**Going Out With A BANG**



**Coming To A SCREECHING HALT**



**Losing One's VIRTUE**



**Bottling Up One's EMOTIONS**



**Throwing A TANTRUM**



**Opening An OLD WOUND**





**Honoring A COMMITMENT**



**Getting A SECOND OPINION**



**Hammering Out A COMPROMISE**



**Returning A FAVOR**



**Running Into A SNAG**



**Shattering A RECORD**

## KONG-PHEW DEPT.

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

# KING

Gentlemen . . . welcome aboard our ship, "The Petlox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil! Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .

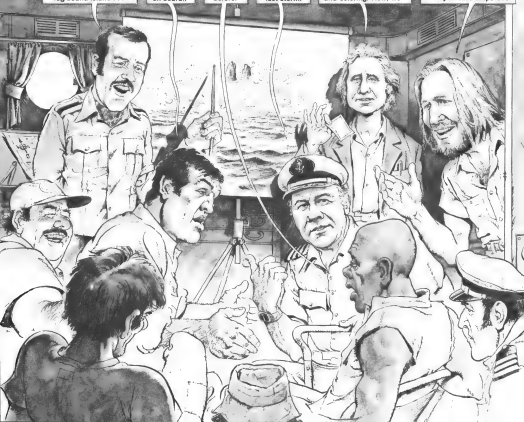
Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!

Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!

Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydro carbons! Next, radical binocular nitrogens! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we—

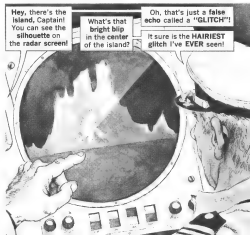
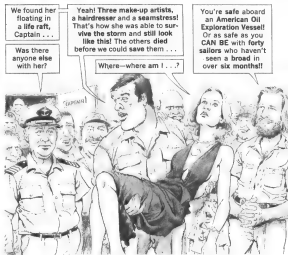
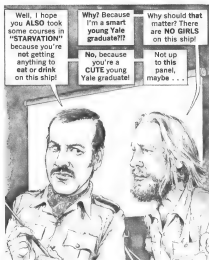
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Presscott! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships" . . .



# KORN



ARTIST: HARRY NORTH, ESQ.  
WRITER: DICK DE BARTOLO



Okay, Hack, I believe you're not employed by one of our competitors! But to earn your keep, I'm appointing you "Official Photographer"!!

Take our picture now, Hack!

Okay! Can I see a little more leg?

I've got my pants rolled up as far as I can now!!

I was talking to DAWN!!

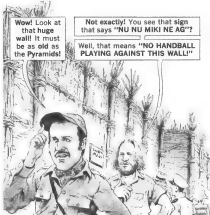
Hmm! On second thought, maybe we can charge your room and board to your American Express Credit Card!



Wow! Look at that huge wall! It must be as old as the Pyramids!

Not exactly! You see that sign that says "NU NU MIKI NE AG"?

Well, that means "NO HANDBALL PLAYING AGAINST THIS WALL!"



Ahh, come off it! No one lives on this island!

No one lives on this island, eh? What about those natives?

You call that LIVING?!



They're holding some sort of Pre-Wedding Ritual! That native girl is probably the Bride, and that guy in the ape mask is obviously a stand-in for the Groom ...

Because it's BAD LUCK for the Bride to see the REAL Groom before the Wedding?

Not exactly! In this case, it may be even WORSE luck for the Bride when she sees the Groom AFTER the Wedding!!



Baggy! Look down there! See those bubbling pools of thick black goo? Do you think that could be oil?

I doubt it! The natives are pouring it into cups and adding cream and sugar ...!



They've spotted us, and they've seen Dawn! They want us to give her to them in exchange for six of their women!

DAWN! For six of THEIRS?! Those savages are NUTS!! Tell them TEN -OR NOTHING!!

What?! Why, you inhuman ☆☆☆!! You mean you'd actually trade Dawn for ten of their women?!

Don't be ridiculous! It's just a trick to calm them down! Then, we'll let them know what we REALLY want! FORTY of their women for Dawn, or NO DEAL!



I tell you, I know how to deal with backward natives! We've got pots, pans, bracelets and all kinds of shiny trinkets ...

You really think those natives are interested in swapping that junk for anything WE'VE got?!

They sure are, smart guy! We just swapped all your CAMERA EQUIPMENT for this swell stuff!



Where are you going THIS time of night, Hack?

To the island ... to get my equipment back! Man, my cameras are the most important thing in my life right now!

Oh ... ? Too bad! I—I was kind of hoping you might come to my cabin!

Well, what do you know? I just lost all my interest in photography!! Why don't you slip into something comfortable, like your bed, and I'll go brush my teeth!



Hey! What the—?

Why is it I have so much trouble staying on ships?!

If I'm not getting thrown off, I'm being taken off!



Come on, guys! I'm not in the mood to meet anybody new tonight! And besides, I already HAVE a heavy date!

Will you lay off, fellas? Listen, I appreciate the non-stop drumming and the thousands of torches, but I'm not really INTO "Disco"!!

Tell you what! I'll give you my telephone number and maybe we can set something up for next week! Okay?



Hey ... just one minute! Where do you think you're taking me?!! Look, I dig tall, dark, hairy men ... but THIS is ridiculous! Put me down now! I will not go home with you!

Well ... maybe for a little while! But I have to be back by 10 o'clock!

Okay! By 11 o'clock! But not a minute later!

It would be different if this were on a week-end, King! But it's a Tuesday! Who stays out late on a Tuesday?!



We're too late! King has already taken Dawn ... !

Well, there's a small candle-lit restaurant overlooking the lagoon next to a motel! That would be my best guess!

Any ideas where?

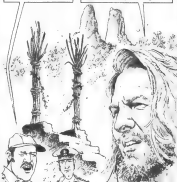
We've got nothing to go on! There are no footprints ... just those great big holes through the jungle!

Those aren't HOLES, you idiot! Those ARE the footprints! C'mon ...

Y'know, King ... as big as your hands are, I've had less trouble with you than with most of the men I've dated!

You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast ...

Er ... you wouldn't happen to have a twelve-foot frying pan, would you?!



I've checked out the sample we took from the island, and it's 100% pure oil all right... exactly up to Petiox's rigid standards...!

YAHOO!! And coming here was all MY idea, Baggy!

As a matter of fact, it IS Petiox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!

Too bad coming here was all YOUR idea, Baggy!



I refuse to go back to America empty-handed!

Why don't we visit that Native Souvenir Shop? We could pick up a few more of those trinkets you went ape over...!

That's it! That's it! You just said it! What an idea!

You mean, take King back to America?!

No... pick up a few more of those trinkets!



I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a billion dollars with "Put A Tiger in Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood"?!

Oh, I'd say about twenty million the first year... and I think you'd lose even MORE the second year!!

Okay, men... lower that TWO HUNDRED POUND BANANA into the trap...

Here's an update on King! Dawn and Hack have gotten away from him... and King's position now is four hundred meters northeast of Checkpoint Charlie!

Got it! And what's OUR position right now?

Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie! In other words...

Right! That warm tropical breeze on your back is KING'S BREATH!!



I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!

What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!

That's not exactly true! He DID take me out to dinner and a movie!

Besides... the natives will be thrilled to be rid of King!!

There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!

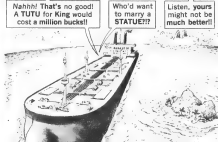
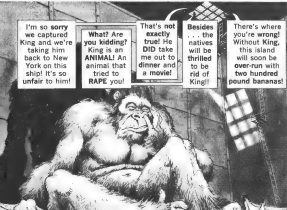
I've been thinking of ways to exploit King! I could star him in a BALLET... with Nureyev and Ponteyn and Weisel!

I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!

Nahhh! That's no good! A TUTU for King would cost a million bucks!

Who'd want to marry a STATUE?!

Listen, yours might not be much better!



I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid . . . If you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

Gee, that doesn't sound so bad . . . especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Th-thank you for that wonderful introduction!

The introduction was for KING!! I said "Chimp" . . . not "CHUMP"!!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!



Look! King is breaking free!

Ladies and Gentlemen, don't panic! I assure you the cage is escape-proof! I was locked in it all day yesterday . . . and I couldn't get out of it!

Look! He's torn his cage apart!

Don't worry! His legs and arms are still in chains!

Look! He's broken his arm chains!

Don't worry! His legs are still in chains!

Look! He's broken his leg chains!

WORRY!!



No, King! No! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token . . . so they'll never let him on!

Put this train down this instant, you great big juvenile delinquent ape!

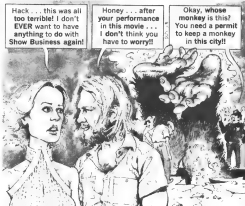
Hey, is this 42nd Street? Can you drop me at 42nd Street?

Oh, my God! He's gonna roar again! I can't stand it when he roars . . . !

I know what you mean! The sound is enough to KILL you!

FORGET the sound! It's the BREATH that'll kill you!







**WHAT IS  
ALWAYS  
THE MOVIE  
INDUSTRY'S  
GHASTLIEST  
PRODUCTION?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Each year, Hollywood offers one production that makes everyone's skin crawl. Usually, it is the most horrible thing to come out of "tinsel town" that year. To discover the title of that hideous show for this year, fold in the page as shown . . .



FOLD PAGE OVER LIKE THIS!

**A)**

FOLD THIS SECTION OVER LEFT

**(B)**

FOLD BACK SO "A" MEETS "B"



**THROUGH THE YEARS, HORROR PICTURES HAVE BECOME  
OFFENSIVE AND DISGUSTING. THESE MOVIES CAN SCAR  
A YOUNGSTER'S MIND. NO AMOUNT OF MONETARY REWARD  
SHOULD JUSTIFY ANYTHING THAT SINKS QUITE SO LOW!**

ARTIST & WRITER:  
AL JAFFEE

**A)**

**(B)**

# A MAD LOOK AT AN



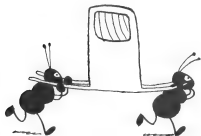
OCCUP-ANT



FLAMBOY-ANT



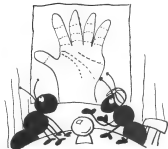
INF-ANT



IMPORT-ANT



CORRESPOND-ANT



CLAIRVOY-ANT



VAGR-ANT



TEN-ANTS

# TS

GONG  
SHOW



CONTEST-ANT



IGNOR-ANT



PEAS-ANTS



DETErr-ANT



RELUCT-ANT



INFORM-ANT



INCUMB-ANT



MILIT-ANT



DISSID-ANT



FLIPP-ANT



TRIUMPH-ANT

There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die... in every horrible way possible, which includes being...

# JA

Well, here we are... a bunch of teenagers enjoying a typical Summer night in the typical seaside community of Vomity, Long Island!

It sure is fun sitting on a cool beach, drinking beer... smoking pot... listening to Rock... and making out!

Yeah, but the first thing you know... It'll be September and we'll be back in school, and our whole lives'll change!

Yeah! What a drag... sittin' in a hot classroom, drinking beer... smoking pot... listening to Rock... and making out!

Maybe you're having fun... but I'm bored! Doesn't anything different ever happen on this beach?

Look at Freddy and Brenda... running to go swimming nude and then make out in the water!

Like I said, ... doesn't anything DIFFERENT happen on this beach?!

What's that strange THING out there?!

Yeah... and listen to that rich, melodic background music...!

Oh, my God, it's horrible! HORRIBLE!

That strange thing out there...?

No—melodic music! I never heard music with a melody before! Quick! Someone turn up that Rock number before I go crazy!



# AW'D

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



My ankle! He's got me by the ankle!

Man, that Freddie is really somethin' else!

Wow! Ankle-biting! What a wild, crazy turn-on!

Frankly, I'm worried about Brenda . . . all the way out there with Freddie . . .

**YOU'RE worried! I'm FREDDIE!!**



What do we know about this reported missing person . . . ?

Is it a boy or a girl?

Look! **Nowadays** that description is no proof one way or the other!

I got **NEWS** for you! **Nowadays**, THAT's no proof either!

The description I got, Chief, was that it's a teenager . . . shoulder-length hair, wearing earrings . . .

Aw — c'mon now, Chief!

We **KNOW** it's a girl, Chief! When she was last seen, she was **NAKED**!



What do you think could have happened to her, Chief?

I hate to say it, but if you've been around here as long as I have, you've seen those hideous, ugly monsters . . . attacking everything in sight . . .

I know! I've been in the halls of the High School!

And then again, if we're lucky, maybe it was only a **SHARK**!

I . . . choke . . . I found something . . . Chief!!

Is it—what—you thought it was??

Ugh . . . ech . . . it's what I thought it was . . . all right!

Listen to me! Get hold of yourself! You're a **Police Officer**! You can stand up to anything, even the remains of a body after a shark gets through with it!

Oh, yeah? How about the typical garbage left behind by the slob after an all night beach party?!

Oh, God! Anything but that!



Uggh! Melon rinds and banana peels!

Blaah! Anchovy pizza scraps and scungilli!

Pyuch! Peanut butter sandwiches and —

What do you think you're doing, Chief Brooding?!

The remains of a girl were found. Mayor Vault! She must have been eaten by a shark! We can't allow any people in the water!

Are you insane? Close our beaches with July 4th a week away? That's when we do all our business around here! Forget about that shark and take down that sign!

Forget about it? Do you realize what horror you may be subjecting people to on this beach? Have you no conscience? Particularly on Independence Day, when Americans celebrate their precious, hard-earned freedom by blowing off their arms and legs with fire-crackers, and driving drunkenly down our nation's highways...

Come to think of it, I guess I'll take down the sign!



How come we're all enjoying ourselves, and the Chief of Police has to work?

They say a mysterious thing is endangering the beach, and he's protecting all of us!

It must be tough looking through those glasses hours on end!

What dedication! I'm sure that whatever he's looking for, he's going to GET it!

Not unless somebody tells his WIFE!!

Well, Schmendricks, so far... so good!

That's great! No sign of the shark?

No sign of her Husband!



What happened?

All of a sudden I heard this rich melodic music, and then this kid started screaming and... ugh... it was just awful...!

Yecch! All that blood and gore and torn limbs! You know what this means, don't you, Chief...?

Right! There goes the picture's "G" rating! But a "PG" will still pull in the kids...!

Are you kidding? That's like trying to scare ants away from a picnic by pouring sugar on the ground!

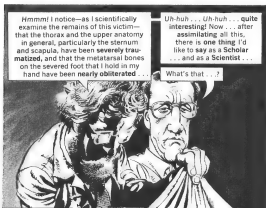
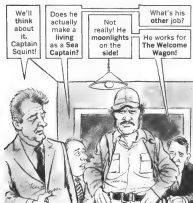
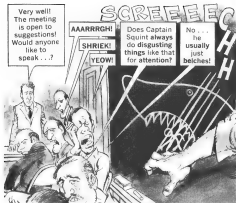
I've called this meeting of you key townspeople because there is a silly rumor going around that an alleged shark has allegedly killed two alleged people! We will now have the Coroner's report! Er... where is the Coroner?

He's dead!

WHAT! How did it happen?

The alleged shark bit off his alleged head! Also his alleged arms and legs...





Great news, Chief!  
My kid and I caught  
the shark, so your  
troubles are over!

Incredible! How did  
you and your kid  
ever manage to land  
a fish this size?

Very simple! My kid had this old  
kite string, see? Well, sir... I  
bent this safety pin around the  
string and tossed it into the—

Wait a minute! You expect me to  
believe that anybody using a  
safety pin and some old kite  
string could catch a shark?!

Sure, providing  
you use the  
right bait...!

And  
what did  
YOU  
use for  
bait?

My  
kid!

I'm not sure this is  
the shark we're after!  
The only way to know  
for sure is to cut him  
open and look for clues  
inside! Don't worry! I  
know what I'm doing!  
I've been around fish  
all my life...

You know,  
you remind  
me of a  
surgeon!

You mean  
SURGEON!  
I cut like  
a surgeon!

You may  
CUT  
like a  
surgeon,  
but  
YOU  
SMELL  
like a  
surgeon!



Ah-hah! Just as I thought!  
This shark doesn't eat  
people! It eats JUNK! Look  
at this! An old lawn mower,  
a pair of orthopedic shoes,  
a 1959 Edsel, a crate of  
watermelons and 500,000  
copies of Reader's Digest!

Sew him  
up fast!  
I feel  
like we  
just  
operated  
on Euell  
Gibbons!

Mayor Vault! I've  
got proof that the  
dead shark is NOT  
the one we're after!  
The killer is STILL  
OUT THERE! We've  
got to close the  
beaches... NOW!!

Not on your life! This  
is July 4th! But don't  
worry! They're going to  
set up an impenetrable  
barrier in the water  
that no shark will ever  
be able to penetrate!

It won't work!  
He's too smart!  
He'll slip  
past the gun  
boats! He'll  
sneak by the  
helicopters!

I KNOW that! I'm  
talking about the  
NATURAL barrier:  
that wall of typical  
holiday refuse and  
garbage... thrown  
into the water by  
50,000 beachgoers!



ARRRRRGHH!

YECCCH!

CHOKER!

UGH!

Well...  
Mayor?!?  
Still  
MORE  
deaths!  
Are you  
satisfied  
now?!

Okay, Chief!  
You win! I'll  
pay Squint  
what he wants!  
Go out there  
with him and  
GET THAT  
SHARK!!

Golly, all this  
blood and torn  
bodies and killer  
sharks! They sure  
don't make  
"Beach  
Pictures" the  
way I made them  
in the '60's!

That's true,  
Annette!  
But THIS  
one is  
ALMOST as  
nauseating  
as one of  
yours!

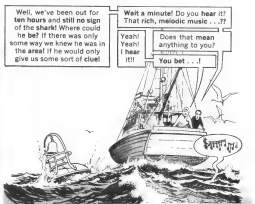
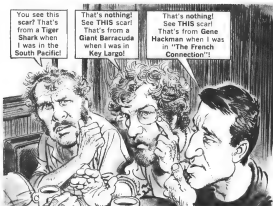
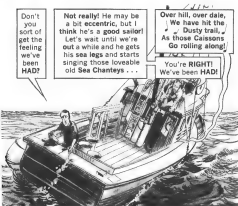
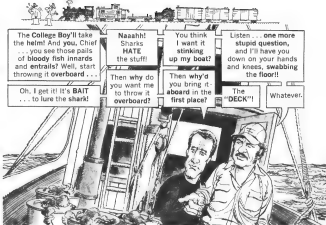
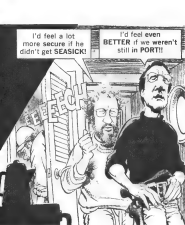
Now hear this, Mate! I'm the Captain of  
this @\$%& boat, and what I say GOES!  
I've been a sailor, man and boy, for forty  
years! I know every inch of this ocean and  
every nook and cranny of this boat! I know  
the sound and the smell and the language  
of the sea! And now, if you'll excuse me,  
I gotta go to The Little Boy's Room...

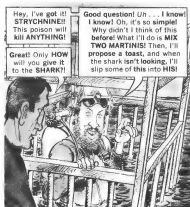
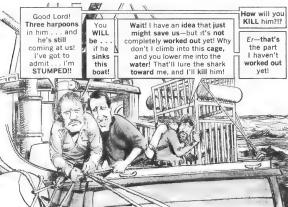
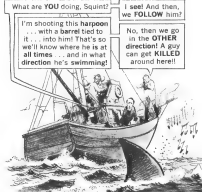
Don't you mean "The Head"?

Whatever.











He's back! He got Clod! The poison thing didn't work! What now, Captain?

You wait here while I go and check the old Navy Manual...

It's too late for that now! A desperate situation calls for desperate measures! Er—I know! Listen to THIS...

OKAY, SHARK... MY MEN HAVE YOU SURROUNDED! DROP YOUR TEETH AND COME OUT OF THE WATER WITH YOUR FINS UP AND YOU WON'T GET HURT...

Wait a minute, Shark! Not so FAR out of the water!!

Too bad! It always worked in "COPS AND ROBBERS" movies!

Well, Mate! I guess I'm a goner! But if I gotta go, I suppose it's only fit that an old sailor like me dies at sea! So long, lad! This old sea dog is headed for his final resting place in Davey Smith's Locker...

That's Davey JONES'S Locker!



Whatever...

Well, there goes Squint! And I'm next!! Nothing can stop that shark now!



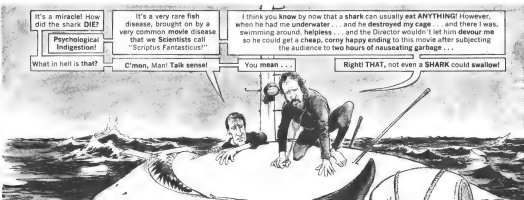
Hi! What's going on?

CLOD!! You're alive! YOU'RE ALIVE...!!



Ugh... Ooooh... POOF...

And LOOK! The shark is DEAD!



It's a miracle! How did the shark DIE?

Psychological Indigestion!

What in hell is that?

It's a very rare fish disease, brought on by a very common movie disease that we Scientists call "Scriptus Fantasticus!"

C'mon, Man! Talk sense!

I think you know by now that a shark can usually eat ANYTHING! However, when he had me underwater... and he destroyed my cage... and there I was, swimming around, helpless... and the Director wouldn't let him devour me so he could get a cheap, corny happy ending to this movie after subjecting the audience to two hours of nauseating garbage...

You mean...

Right! THAT, not even a SHARK could swallow!

# A MAD LOOK

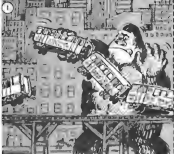


# AT KING KONG



ARTIST & WRITER: SERGIO ARAGONES







# OTHER USES FOR PET

WRITER AND ARTIST:



**MAITRE 'D'S ROPE BOA**



**BAR RAIL BOA**



**SPEED BUMP BOA**



**FLUE CLEANER BOA**



**BURGLAR-PROOF BOLT BOA**



AGEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

# BOA CONSTRICTORS

PAUL PETER FORGES



**NAUTILUS EXERCISER BOA**



**INDUSTRIAL-SIZED PIZZA ROLLER BOA**



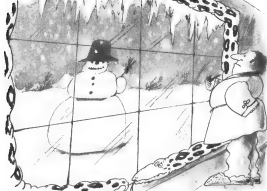
**DOCKING BUMPER BOA**



**UMBRELLA STAND BOA**



**LIGHT BULB REMOVER BOA**



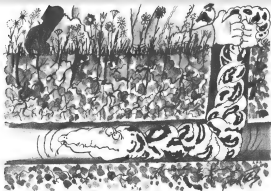
**WEATHER STRIP BOA**



**VANITY POUF BOA**



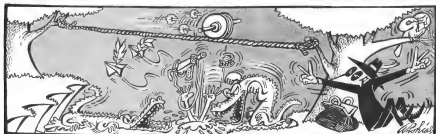
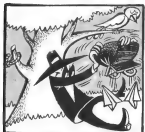
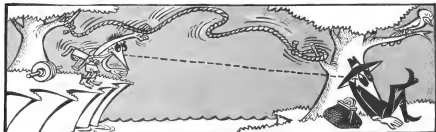
**TRACK LIGHTING RAIL BOA**



**ROTO-ROOTER BOA**



**FIREMAN'S POLE BOA**



Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

# LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

## BOTTLE-NECKED KETCHUP BOTTLE



A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.  
(A SECRET DIVISION OF THE HEINTZ KETCHUP CO.)

PATENT #26789345

## A "91-DAY"/"366-DAY" COMPUTER CHIP



Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED-DESTRUCTION CO.  
(SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY)

PATENT #34777890

## AN APPLIANCE "SECRET RESET" BUTTON



An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many \$25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF  
INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #37889321

## A ONE-TIME-USE PACKING CARTON



An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be re-packed. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.  
(SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY)

## AND THE PATENTS' HOLDERS

## AN AUTOMATIC SOCK-LOSING DRYER



PATENT HELD BY APEX COIN OPERATED DRYERS, INC.  
A DIVISION OF AMALGAMATED SOCK MANUFACTURERS

### A SLOWLY-DISSOLVING PUTTY-LINER



PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.  
LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS

# WHAT'S CUTE...

ARTIST: PAUL COKER



**Girl Scouts are cute!**



**Girl Scouts selling cookies are not!**



**Precocious kids on TV are cute!**



**Your daughter's first wedding is cute!**



**Her fourth wedding is not!**



**Cats are cute!**



**Your little daughter dressing up in Mom's clothes is cute!**



**Your grown-up son dressing up in Mom's clothes is not!**



**Your son's crush on his second grade teacher is cute!**

# AND WHAT'S NOT

WRITER: MARK DRESSLER



Precocious kids at home are not!



Babies that drool are cute!



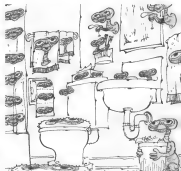
Grown men who drool are not!



People who adore cats are not!



ET in the movie was cute!



ET. all over your house was not!



Your husband's crush on the same teacher is not!



Playing "Cowboys and Indians" when you're a kid is cute ...!



Playing "Cowboys and Indians" when you're President of the U.S. is not!

# MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



CALIFORNIA FRUIT GROWER  
**Myron Formish**

PAYS ALL OF HIS  
MIGRANT WORKERS THE MINIMUM WAGE  
AND CAREFULLY INSPECTS THEIR  
CITIZENSHIP PAPERS  
BEFORE HIRING THEM!

HELEN GURLEY  
**BROWN**

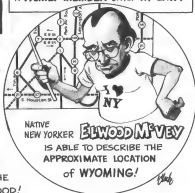
ONCE OKAYED  
AN ISSUE OF  
"COSMOPOLITAN"  
CONTAINING  
NO ARTICLES ON  
**SEX**  
AND FEATURING A  
COVER GIRL  
DISPLAYING  
**NO CLEAVAGE!**



U.S. CONGRESSMAN **EMIL ZAFF**  
EMPLOYS ONLY **TWO PEOPLE** ON  
HIS STAFF... NEITHER OF WHOM IS  
A FAMILY MEMBER OR AN IN-LAW!



A **BLOCK PARTY** WAS ORGANIZED BY THE RESIDENTS OF  
AN EXCLUSIVE CLEVELAND SUBURB TO WELCOME THE  
**FIRST BLACK FAMILY** TO MOVE INTO THE NEIGHBORHOOD!



NATIVE  
NEW YORKER **ELWOOD M'VEY**  
IS ABLE TO DESCRIBE THE  
APPROXIMATE LOCATION  
of WYOMING!



**Nanoo, Nanoo!** Hi, I'm Rubin Willyums! No, this isn't a re-run of "Muck and Windy"! The scripts on that show made a lot more **sense** than the stuff you're about to hear in this interview...which the Editors of MAD felt needed somebody **REALLY spaced out** to conduct! And since I'M from outer space—or **was** until I was cancelled—I got the job! Job being—to interview one of the people responsible for **evacuating** us in case of **NUCLEAR ATTACK!** Meet Mr. **Mirv Dumesdey**, who's been chosen as **MAD's**

# C · R · E · E · P · \* OF THE YEAR

(\*Crisis Relocation Emergency Evacuation Planner)

Hi, Mr. Dumesdey! I'm Rubin Willyums ...from MAD!

MAD?! Oh, you mean "Mutually Assured Destruction"!

No, MAD Magazine! "Moronically Assinine Drive"!

Sounds like your typical Government Agency! Anyway, that MAD policy is no longer valid! Thanks to our **Crisis Relocation Plan**, the civilian population won't be totally destroyed! We'll only lose about 60 or 70 million!

60 million?!? If I had that many viewers, I'd still be on the tube!

Yes, but look at the **BRIGHT** side! With all those casualties, the **Unemployment Problem** will be solved!



ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you really think we can actually survive a Nuclear War?

"Nuclear War" is not to be mentioned around here! We invested a ton of money to make it **OBSOLETE!**

You mean you spent money to find a more acceptable way to settle our differences?

No, we spent it on P.R.—trying to come up with a less frightening phrase for it! We've come up with **NUCLEAR EXCHANGE!**

Has a nice sound to it, huh? Like we'll be trading **GIFTS** at Christmas time!

I dig where you're coming from! It's like when Ron, The Gipper, called the **MX Missile** "The Peace Keeper," right?

Right! See that missile silo? It contains a **Multi-headed Missile**, capable of wiping out an entire city! From here on, we'll refer to a silo like that as a "**Little House On The Prairie**!" That way, folks won't object too much when we stick 'em in their backyards!



Are there special plans for protecting important people like the President, The Vice-President, Tom Selleck and Miss Piggy...?

Surely, you jest! If you're essential... like me... you're in Category A, and will spend the war in a shelter like this—with basic comforts!

Basic comforts?!? The average person doesn't live this well in peacetime!

This isn't FOR the average slob! This is for VIP's!

Are the wives and families of these VIP's considered to be essential?

If YOU had a Secretary like Miss Cleavage, would YOU consider your wife to be essential?

How about comedians...?

They're classified "F"—along with other useless professions like artists, writers, editors, publishers and college students!



You're **WRONG!!** You're gonna need **LAUGHS** in those shelters!

Like, how can you tell a California Widow?

She's the one in the **BLACK** tennis outfit! Har...har...

Or...hear about the guy who put lemon juice in his **JACUZZI**, and **PUCKERED** himself to death? Har...har...

That's okay! If we want a few chuckles, we'll always have our **OWN** clowns... James Watt and Ed Meese!

What will life be like after a Nuclear Attack? Will there be air to breathe? Water to drink? "Monday Night Football"...?

We intend to keep things normal! All teenagers will have to register for the Draft... and the IRS will be doing business as usual!

**Shazbat!!** We have to pay **TAXES** after we're **NUKED!!**

Of course!! I mean, how are we Government Workers gonna get **PAID** if you dummies don't pay your **TAXES!!**



Suppose, miracle of miracles...

No, suppose I have a tax refund! How will I get it...?

Yeah, and one hell of a Dead Letter Office, too!!

You mean, suppose there's no war?

Same as always... through the mail! We intend to have mail deliveries to all survivors!

Forget it, turkey! It's bad enough delivering this junk through rain and snow and gloom of night! Ain't no way I'm gonna wander around in that radioactive crud, lookin' for houses an' people that were blown away! Here's your mail!

Hey, this mail is a month old!

Yeah... and that's **WITHOUT** any jivin' **NUKES!!**

Have you got a shovel...??

I—I had one, but I think I lost it at the beach! I—I still have my pail, though!

Better get a **NEW SHOVEL!** It may save your **LIFE** someday...!



You'll need a screw driver, too!

Of course I will! I can SEE that there are plenty of screws loose around here...!



It's to take the DOOR off its hinges!!



Hey, I know the President wants to cut down on Government workers goofing off...but this is ridiculous!!



Who IS that guy...an unhinged Hardware Salesman?

No...he's a Deputy Under-Secretary of Defense!!



You mean he's on OUR side...?!? HALP!

He claims that if you dig a hole, put a door over the top and cover it with three feet of dirt, you'll be safe from a nuclear blast!



The best of luck to you, Mr. Under-Secretary! And to your SHOVEL, too...!



Come on, you dirty Commie rats! Drop your lousy bombs!! I'm ready!!



Uh—if there IS a Nuclear Attack... WHO's gonna be around to shovel that dirt on the door for him?



He hasn't worked out that little detail yet! Come on...I'm briefing a group of concerned citizens on our evacuation plans for their city!



In the event of a Nuclear Attack, you and your families will get into your cars and drive to South Succotash, which has been designated as your host area! Think of it as a vacation in the country!



Some vacation! That hick town doesn't have a decent hotel or a tennis court!



And be sure to bring your credit card with you!! In other words...don't leave home without it!



Holy Shazbat! Is the next war going to be sponsored by American Express?!



Bring along extra food and clothing! There are a few no-no's...like NO ANIMALS...



Does that mean I can leave my HUSBAND home...and take my cat?



No alcoholic beverages...

If I can't bring along a six-pack, I'm not going!



...and no firearms!!

You can't do that! It's unconstitutional!!



I'll bet Nancy takes her teeny-weensy little gun!!



Just stay cool! Remember...the success of the evacuation depends upon your remaining calm!



We want our guns...!!

We want our booze!!



Well...so much for remaining cool and calm!



I have another little surprise for them! When they reach the host area... their CARS will be IMPOUNDED!

Shazbat!! No wonder you don't want them totin' any guns!!

Now we're going to make a "Trial Evacuation Run" to South Succotash! Our plan calls for it to take five hours! You'll find people in small towns a lot more friendly and cooperative!

Well, we made it! And it only took TEN hours! Lucky for us it wasn't the RUSH HOUR... like a REAL-LIFE EVACUATION!!

You ought to put up interesting signs for people to read along the way...

Like, "Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"

Or, "Only One More Mile To Fresh Air!"

Okay, pull over...!!



Okay, let's see your license!

I'm from the Federal Government, Officer! We're conducting a "Crisis Relocation Test" in case of a Nuclear Attack!

Sheriff, better get on over here! We got us a live one! Some idiot thinks that we're gonna be NUKED!



Okay, Buddy! Let's see you walk this straight line!!

I'm perfectly sober! I'm from the Government, and South Succotash has been selected as a host area! Fifteen thousand people from the city will be relocated here in case of a Nuclear Attack!

By God, if any of 'em show up around here, they'll get tickets for trespassin'... all fifteen thousand of 'em... I guarantee it! And here's YOURS...!!

Well, folks... so much for friendly and cooperative!!



Your local officials will be notified! We've worked out all the details for relocation!

Here's one detail you forgot! Our sewage system can't even handle the two thousand people we've got here now! So what in blazes are fifteen thousand refugees gonna do when they have to go to the John, eh??

I've got it! They can all borrow SHOV-ELS from the Under-Secretary of Defense!



I really hate to mention this, but what are the survivors supposed to do about getting medical treatment?

Shelters will have ample supplies of medicines and medical personnel!

That's okay for the VIP's... but what about the REST of us?? What are WE supposed to do... play "DOCTOR"??



Well, our plan can't save **EVERY-ONE!** But this Administration is deeply concerned about saving as many lives as possible! Isn't that right, General Firststrike?

You better believe it! There's nothing more precious than a human life! We're all God's creatures after all!

Then why not build shelters for **EVERY-BODY**??

You're talking about seventy billion dollars, boy! Do you know how many missiles we could buy with that money?? Enough to level Leningrad, Minsk and half of Moscow!!

No wonder that so many Bishops and Rabbis and other religious leaders want an immediate **NUCLEAR FREEZE!**



Those guys should stick to Church stuff... like School Prayer, Bingo Games and Las Vegas Nights... and leave the serious problems to us Think Tank and Pentagon experts!

Folks, that message was brought to you by the people who gave us **DENSE PACK!!**

Listen... if The Good Lord hadn't **INTENDED** us to have Nukes, He wouldn't have given them to us!

Geel! How come He gave 'em to the Russians, too, when they're atheists?

HE didn't have nothin' to do with it! It was that rotten **LIMEY** traitor who gave 'em the formula!

One last question! When will your Re-location Plan be ready??

Our target date is **1990!** Shazbat!! I think I'll get myself a **SHOVEL!!**

And then, if we get some decent weather, it'll only take us a **week** to put the Evacuation Plan into action!!



You mean, the Government is spending billions on a plan that depends upon the Russians giving us a **WEEK'S NOTICE**...??

I can see it now... the **RED PHONE** in the White House... **RINGGG!!**

Hello? Is **White House?** Is Premier Andropov here! I want talking to **President!**

Is sleeping...? No... when he is waking up, tell him we are going to **Nuke** you rotten Imperialists next week on **14th!**

Ya... on **14th!** You having my word! You also having a nice day!

Nanoo, nanoo! This is Rubin Willyums... signing off and returning you to **MAD!!** Th-th-th-that's all, f-f-f-f-folks!!



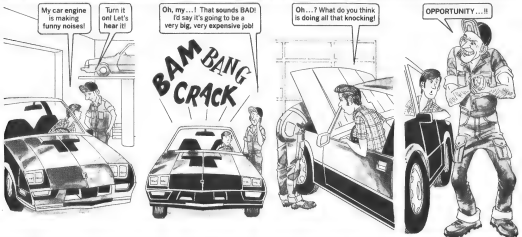
## SQUABBLING



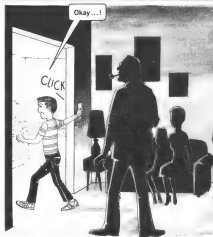
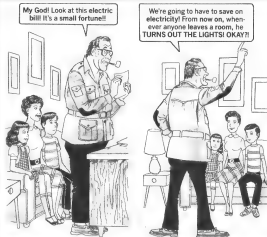
BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## AUTOMOBILE REPAIRS



# ECONOMIZING



# R SIDE OF...

ARTIST & WRITER  
DAVE BERG

## PETS



## PROPER NAMES

What can I do for you, folks?

I'd like some soy beans, corn syrup, meat by-products, sodium erythorbate and sodium nitrite!

I don't sell any of that stuff!!

Oh, yes you do!!

Arnold... why can't you ask for a HOT DOG like a normal person...?!!



## HOBBIES

And this is my Daddy's Hobby Room! He's into WOODWORKING!

Really? What does he make?

Mostly SAWDUST...!!



## FLORISTS

I've decided to take your advertisement advice and "Say It With Flowers!" So I'd like to send my girlfriend one red rose!

Uh... just ONE??



## DINING OUT

And what would you like, sir?

Gee... this is a really big menu! There sure is a lot to choose from!!

The veal parmesan sounds good... but so does the Salisbury steak! And so does the London broil... Oh, it's no use! I just can't make up my mind!

Uh... may I make a suggestion, Sir?

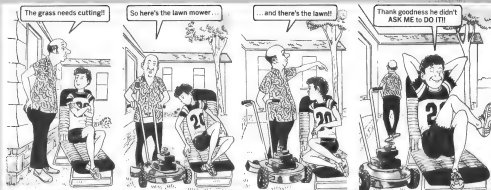
Please! I'd welcome it!!

NEVER wear a polka dot tie with a plaid suit!!





## CHORES



## FEAR



## INHERITANCES



## FRIENDSHIP

You're my best friend, Steve, so let me tell you about this problem I'm having! Everybody TAKES ADVANTAGE of me...!!

That IS a problem! But I can't think clearly on an empty stomach! So...

...let's talk about it over a couple of hamburgers...

...that you're gonna treat me to!



## MOTHERS

Mom, can Sid and I go to the park and fly his kite?

No, not without an adult! And I haven't got time to go with you! There are too many weirdos hanging around that place!!

Sorry, Sid! I can't go kite flying....!

Why not??

The STRING isn't LONG ENOUGH....!

But I've got PLENTY of kite string!!

I'm talking about the one from my MOTHER'S APRON!!



## CRITICISM

YOU STUPID KLUTZ!! YOU CARELESS MORONIC CLOD!!

YOU DESTRUCTIVE NINCOMPPOOM! YOU BUTTERING IDIOT!

Will you cut it out, already!??

You haven't stopped hollering from the moment I came through the door!



If you've ever flown, you know that every airline passenger is provided with reading material to help while away the time and make you forget how boring and uncomfortable the trip really is. This reading material usually consists of three items: (1) A magazine that extols the virtues of the airline you're flying, (2) A mail order catalogue of products that are sold by the airline you're flying, and (3) A safety information guide that makes you wish you'd never heard of the airline you're flying. With this idiotic article, we take



# A MAD LOOK AT AIRLINE SAFETY INSTRUCTIONS

*Airline emergency procedures look great...on paper!*

SAFETY INFORMATION  
INFORMATION DE SEGURIDAD  
RENSEIGNEMENTS POUR VOTRE SECURITE  
ROTEA RUCK

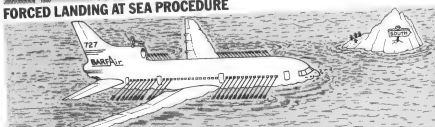
**BOING FATBELLY**  
**727** FEET (AROUND THE MIDDLE)

WRITER AND ARTIST: AL JAFFEE

HOW TO LOCATE THIS CARD



FORCED LANDING AT SEA PROCEDURE



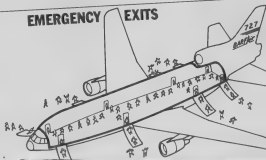
*But in real life, they wouldn't quite work out that way...*

# EMERGENCY LANDING POSITION



*This is the position most passengers will probably assume!!*

# EMERGENCY EXITS



*Diagrams of passengers heading for the exits always show an airliner with no seats, toilets, galleys, compartment walls, movie screens--- or people packed in like sardines!!*



# USING EMERGENCY OXYGEN



*When three hundred oxygen masks drop down into a hysterical crowd, this is more like what you'll see!!*



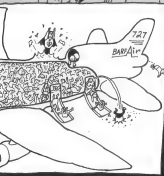
## OPENING EMERGENCY DOOR EXITS

OPEN

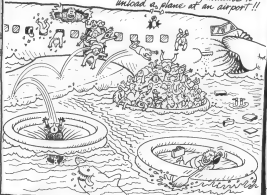
## OPENING EMERGENCY WINDOW EXITS

*Sure, the exits are clearly marked with opening arrows, handles, push buttons, etc....but try and reach them!!*

EXIT



*Landing at sea gives you about eight minutes to locate rafts, inflate them and load three hundred passengers into them! Fat chance, when it takes thirty minutes to unload a plane at an airport!!*

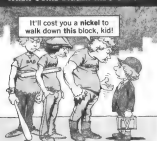


LAUNCHING THE LIFE RAFTS

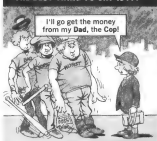
Ever lie awake at night, wishing you could re-live some important moment in your life because you just thought of a clever retort you could have made at the time? Unfortunately, most of us never seem to hit upon the best thing to say until long after we've already made fools of ourselves by saying the worst possible thing! Well, fret no longer! MAD now instructs all its clod readers in

# THE BEST... THINGS TO SAY

## WHEN SOME BIGGER KIDS SAY...



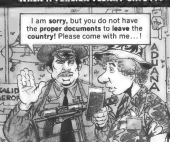
## THE BEST THING TO SAY IS...



## THE WORST THING TO SAY IS...



## WHEN A FOREIGN FLUNKY SAYS...



## THE BEST THING TO SAY IS...



## THE WORST THING TO SAY IS...



## WHEN AN ANGRY TEACHER SAYS...



## THE BEST THING TO SAY IS...



## THE WORST THING TO SAY IS...





# AND THE WORST... FOR EVERY OCCASION

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

## WHEN YOUR DATE'S FATHER SAYS...

Have her home by eleven, or you'll be in **big trouble**, young fella...!



## THE BEST THING TO SAY IS...

Okay... but I'll hate to tell the **Pastor** that you're the one who's making us leave **Choir Practice** early!



## THE WORST THING TO SAY IS...

Okay, but that'll only give us enough time to go to a motel **right here in town**, and somebody might **recognize us!**



## WHEN AN OBNOXIOUS GUY SAYS...

How about a fling around the **dance floor**, Kiddo?



## THE BEST THING TO SAY IS...

You're **awfully** brave to ask me to dance... or haven't you heard that I've been exposed to **herpes**...?!



## THE WORST THING TO SAY IS...

Sorry, but I was planning to get some **fresh air** by taking a **stroll** down by the **lake** in the **moonlight!**



## WHEN A GUY WITH A GUN SAYS...

Empty out the **cash drawer**, and put all the dough in this **bag!**



## THE BEST THING TO SAY IS...

Happy to oblige! It's not my money, and I **never** liked the capitalist swine who owns this place anyway!



## THE WORST THING TO SAY IS...

What good will the money do you? Now that I've seen your face, I'll be able to identify you from a **Police Mug Shot Book** in nothing flat!



**WHEN YOUR STEAMING DAD SAYS...**

You bum! Do you know what time it is?



**THE BEST THING TO SAY IS...**

How could I!? They stole my watch before they made me spend hours and hours locked in the trunk of my car!



**THE WORST THING TO SAY IS...**

Jeeze... I sure hope you didn't get up in the middle of the night just to ask me a bunch of stupid questions!



**WHEN A STRANGE CALLER SAYS...**

Hello, Honey! (gasp... gasp!) Y'know what I'd like (wheeze) to do to you?



**THE BEST THING TO SAY IS...**

I know! Probably send me one of those baskets they'll teach you to weave after they've committed you to the State Home For The Criminally Weird!



**THE WORST THING TO SAY IS...**

I can't hear you over this bad phone connection! Do you want to drop by and tell me all about it in person?



**WHEN THE SCHOOL NERD SAYS...**

Are you doing anything Saturday night?



**THE BEST THING TO SAY IS...**

Yes...but maybe Warren Beatty won't notice if I leave the party early!



**THE WORST THING TO SAY IS...**

Not a thing! I was planning to spend the entire evening sitting by the phone in case you decided to call!



**WHEN AN ENLISTMENT SGT. SAYS...**

What's the matter, Pal?!? Too chicken to serve your country?!



**THE BEST THING TO SAY IS...**

Don't call attention to me, fool! I'm on an undercover mission for the CIA!



**THE WORST THING TO SAY IS...**

I'm not afraid of anything!! Just show me where to sign!!





**WHEN A SOLICITING PRIEST SAYS...**

Our Church is raising funds for the wayward girls entrusted to our care!



**THE BEST THING TO SAY IS...**

I wish you the best of luck because you're doing a wonderful job! 'Bye!



**THE WORST THING TO SAY IS...**

Count me in! How much will it cost to get one of your most wayward ones for this Saturday night...?



**WHEN A TOUGH BULLY-TYPE SAYS...**

Let me go ahead of you, Shorty! I only got this one item here!



**THE BEST THING TO SAY IS...**

You look very familiar! Weren't you one of my students in the Advanced Karate class I taught last year...?



**THE WORST THING TO SAY IS...**

Does that mean you don't plan on paying for all the stuff in your pockets that you shoplifted...?



**WHEN A SNIDE LIBRARIAN SAYS...**

These books are all overdue! That'll be a dollar-twenty!



**THE BEST THING TO SAY IS...**

I had a hunch I shouldn't have gotten involved when I found them at the bus stop and decided to be a good citizen!



**THE WORST THING TO SAY IS...**

That seems cheap enough, considering all the pictures I cut out of them!



**WHEN A MOTORCYCLE COP SAYS...**

Awright...! Where's the fire...?!



**IF YOU'RE A GIRL...  
THE BEST THING TO SAY IS...**

...in the flashing brilliance of your gorgeous eyes, Officer!



**IF YOU'RE A BOY...  
THE WORST THING TO SAY IS...**

...in the flashing brilliance of your gorgeous eyes, Officer!



# SALOONY DOONS DEPT.

What would you call a guy with the gall to open up a bar—

Knowing that booze is why he's now a *former* baseball star?

A guy like that you'd call a creep!

That ain't so on a TV show that's built around a place—

Where the cast drops zingers at a rapid-fire pace!

Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'

buddies and their peers—

Blast 'em after all these years!

With this in mind producers find

that they're insuring their careers!

They've got a show that's got them laughing in their...



# BEERS

Man, I am beat!  
I been diggin'  
ditches, pullin'  
wire an' layin'  
cable all day!  
But now... it's  
SOPHISTICATED  
COMEDY TIME!

Yeah! After a tough  
day, we blue-collar  
workers thirst for  
only ONE THING...  
witty, refreshing  
ONE LINERS... an'  
hip, underplayed  
satirical FACET!

Everybody  
comes here  
to "BEERS"!  
It seems  
to be the  
HOT, NEW  
COMEDY  
HANG-OUT!

And deservedly so... I As a TV  
Critic, I must say the "writing"  
is crisp, the "relationships"  
deep and the "regulars" quirky!  
In all my years of watching TV  
SitComs, I don't ever remember  
this level of intelligent humor!

I do!  
When  
We  
did it,  
a year  
ago!  
YOU?

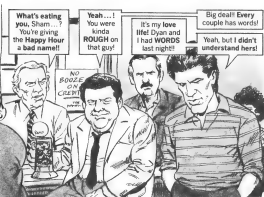
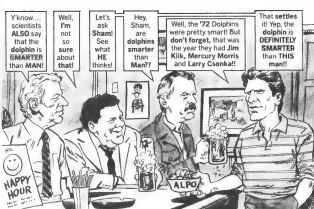
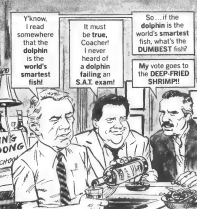
Yeah!  
In our  
late,  
great  
TV  
Series  
called  
"TAXI"!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN







I think it's time for another of our "woman-to-vegetable" talks, Sham!

It's obvious that our relationship is a transparent charade! We're from two different worlds! I'm uptown, you're downtown! I'm a college intellectual, you're a low-brow jock! I adore Shakespeare and John Cheever, you worship Whitey Ford and Nolan Ryan! I have super intelligence, and you have the I.Q. of a turtle! We are the most mis-matched pair in TV SitCom history!

Bottom line? You're a tall, handsome f---in'!! Let's get married!!

Okay! What's on your mind?

So...?? Bottom line! What are you trying to say??



Okay...! You went out, and you came back, and I'm still waiting! What's so FLIMSY??

The PREMISE!! You have 24 hours... or 2 MAD pages... to make up your mind! Marry me... or I'm quitting "BEERS"!

Holy cow! What a dilemma! I LIKE Dyan, but I can't tie myself down! There are still 40 or 50 girls in New England that I haven't been to bed with!!

And I'm one of them!!

Killa! YOU?? Are YOU coming on to me!

Why NOT?? Every OTHER chick in this series does!



Hey, FORGET Dyan! That egghead broad is out of your league! But YOU and ME... we're STREET PEOPLE! We're TWO OF A KIND! We've both been KICKED AROUND! And we both SHAVE TWICE A DAY...!!



No way, Killa! You're laughs, but it would never work!!

Why not?! Is it because I look like a walking promo for the "Boston Zoo"?

Don't be dumb!

Is it because I've got the crudest mouth on TV, and even John McEnroe once found me crude and disgusting?!

No, don't be silly!

Okay... level with me! Is it because I've got a face that would stop an electric clock!

C'mon...!



Excuse me... but can you tell me the time...?

It's a quarter past September 30th, 1982!!

Hmm! That's a strange time!

Yeah! Funny thing, though! That's the very day that Killa started working here!

See...? SEEE??



As my three brightest friends... a goof-off mailman, a bloated, unemployed accountant, and an absent-minded bartender... I welcome your feedback, and your keen insight...

So tell me! Do I marry her, or not!!

Well, Dyan has a clean, collegiate beauty! And she radiates a saucy, savvy sophistication! She exudes a long, leggy sexiness that most men would KILL for!

So...? Dump her! Who needs the broad!!

Yeah! As we say in the Post Office... don't rush into anything!!

And you, Coach? Sorry, Sham! I forgot the question!

You want MY advice??

TO-BORG OR NOT TO-BORG, THAT IS THE ANSEL

HEEREN JOHNNY

Look who dropped in at "Beers"! First, Tip O'Neill... then Dick Cavett... now JOHNNY CARSON!!

Isn't it amazing how a CELEBRITY CAMEO conveniently appears whenever the plot seems to be faltering!

And it doesn't hurt the Nielsen ratings, either!

So what's your advice?

I say go for it! Despite my personal problems, I still feel that the only way Man can achieve total happiness is through marriage!

You believe that?

Yes! And I ALSO believe nuclear leaks are fun—Michael Jackson can't dance—and you're playing with a full deck!

Okay, baby! Let's get hitched! But on one condition!!

I cleared about \$85 last week, and I want to protect my wealth! I think we should have a pre-knuckleball agreement!!

That's a pre-NUPTIAL agreement, Knucklehead!



Wait, Sham! You sure you wanna do this?? **Marry Dyan** an' she'll have you back on the booze in about two weeks! You'll turn out worse than Abnorm...stupid AND drunk!

He's right, Sham! **Marriage** won't stop Dyan's nagging...but it will stop her from caring about things, like her weight! In about three weeks she's gonna end up looking like the White Man's Nell Carter!

What's more important, if there's one thing that destroys sex, it's marriage! And once that sexy by-play between you disappears, our ratings'll slide faster than raw clams down our throats! The show will be dead in about four weeks...and we'll all be out of work!

I must've been CRAZY to think about getting married! I'm gonna stick to **DATING BIMBOS!**

What about ME?!

**YOU** can date bimbos, TOO! Some far-out **LESBIAN EPISODES** would be GREAT for our ratings!



**WHAT  
COMPETITIVE  
RUSSIAN AND  
JAPANESE  
ENTERPRISE  
THREATENS  
TOTAL  
ANNIHILATION?**

# HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE  
IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE  
KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING

A▶

◀B

# A FISH TALE





WHAT  
COMPETITIVE  
RUSSIAN AND  
JAPANESE  
ENTERPRISE  
THREATENS  
TOTAL  
ANNIHILATION?



FOLD PAGE OVER LINE THIS!

**A▶B** FOLD BACK SO "A" MEETS "B"



WHALE

ARTIST & WRITER:  
AL JAFFEE

KILLING  
**A▶B**

**WHAT IS  
ALWAYS  
THE MOVIE  
INDUSTRY'S  
GHASTLIEST  
PRODUCTION?**



FOLD PAGE OVER LIKE THIS!

**A+B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**THE  
OSCAR  
AWARD  
SHOW!  
A+B**